

Instagram Social Media Content Production Management On the @mayakorneliaa Account as a Traveler Vlogger with a Focus on Content in The Country of Nepal

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ABSTRACT

Keywords

Production Management; Planning;
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This study analyzes the management of Instagram content production on the @mayakorneliaa account, which is independently managed by a travel vlogger with a focus on content creation in Nepal. In this phase of digital content, it is important to understand the content production strategies carried out independently. This study uses a qualitative method with a case study approach, then collects data in the form of interviews conducted via Zoom and analysis of Instagram content archives. This study refers to the POAC (Planning, Organizing, Actuating, Controlling) framework to examine each stage of the content production process. The results show that strategic planning, such as selecting destinations that are rarely covered and formulating main content themes, can increase visibility. Tools such as the DJI Pocket 3 camera were chosen for their portability and visual quality, supporting the production organization process. Content execution combines a structured rundown with spontaneous filming to capture authentic moments. Control is exercised through engagement metrics such as views, likes, and comments; one spontaneous piece of content achieved 5.3 million views, while one planned piece only received 12,000 views. This study also identified challenges faced by content creators when producing content in the target country, such as time and resource constraints. Data validity was maintained through triangulation between interview results and documentation. The conclusions of this study confirm that effective content production strategies and active audience engagement significantly contribute to the growth and engagement of independently managed travel vlogger accounts on Instagram.

1. Introduction

In this modern era, digital media has developed rapidly and facilitated the dissemination of information through various internet-based communication channels. Social media has become one of the main platforms for interaction and information dissemination, including in the world of content creators. According to the official We are social website in collaboration with datareportal's, social media users in Indonesia alone have reached as many as 139 million users (Simon, 2024).

One of the widely used social media platforms is Instagram, a photo and video-based social media with many interesting features that allow users to interact with others (Stuart, 2020). Instagram users themselves are 85.3% which is in position number 2 after the Whatsapp application (Simon, 2024). The number of Instagram application users with features such as instastory and reels, everyone has the potential to become a content creator. Content creator is a profession that exists as a product of developing technology (Kusuma & Prabayanti, 2022)

Maya Kornelia Musa, owner of the Instagram account @mayakorneliaa, is a travel vlogger with more than 66,000 followers. She has built a strong personal brand through good content production management and interesting quality videos. One of the countries she visited in March 2024 was

Nepal. One of his contents titled “*Jauh-Jauh ke Nepal Ketemunya*” managed to gain 7.4 million views. With an attractive video display, viewers feel comfortable enjoying the content he creates. Creativity is a key factor in the success of content, as it can encourage the creation of works that are unique and different from others (Khanifaturrohman et al., 2022).

@mayakorneliaa's content production management not only focuses on creativity but also includes a deep understanding of the latest trends and Instagram algorithms. This is important because there are still many people who do not understand how to manage and produce content on the platform (Fasya Syifa Mutma et al., 2022). Based on observations of @mayakorneliaa's Instagram account, her success as a travel vlogger is inseparable from a comprehensive content management strategy. In addition to paying attention to visual aspects, she also manages to build connections with audiences through relevant and meaningful content. This research aims to understand in depth how the content production management strategy is applied as an independent travel vlogger.

Research that has been done before aims to be a reference and standard in carrying out a study. In addition, previous research also serves to minimize similarities with the research being conducted. Research conducted by Rizqi Nur I'tishom, Alifian Febri, and Trya Desiana Anggraini in this study it was concluded that the production stages of Wahyudi Afrino's TikTok content in the form of educational videos about videography were quite attractive to users of the TikTok social media platform. The messages that Yudi tries to convey through his videos can certainly be easily captured by his audience, this can be seen from the amount of positive feedback that Yudi gets in each of his contents. Because it is easy to capture the message conveyed, aspiring videographers who want to learn are certainly able to get the knowledge and insight they want through Yudi's content (Rizqi et al., 2022).

The second research conducted by Mohammad Luthfi Imama and Dian Hidayati concluded that in managing the content of new student admissions on Instagram at the faculty of education of one of the private universities in Yogyakarta, there are 4 steps taken, namely: planning, organizing, actuating, and controlling. The planning process is carried out through setting the purpose of using Instagram and creating/taking over the account (Imama & Hidayati, 2024)

The third research conducted by Qorin Munadiyal Haq and Qorin Fajar Junaedi discusses the content production process during a limited pandemic but still takes place by implementing health protocols. The Batang Regency Communication and Informatics Office produces content containing health messages that are arranged in an attractive manner so that they can be well received by the Batang community. For publication, the Batang District Communication and Informatics Office utilizes social media that are often accessed by the public, such as Instagram, Facebook and YouTube. Before being published, the media center first consults with the head of the field as the person in charge of content. The types of content published include infographics, vaccination news, and Public Service Announcements (PSAs) (Qorin Munandiyal & Fajar Junaedi, 2022)

The fourth study conducted by Joaquim Brigas, Fátima Gonçalves and Jorge Gonçalves discusses the differences and similarities in reel distribution strategies and how short videos are used to engage target audiences. The analysis was conducted over a period of time, covering the integration of various journalistic genres into social media as a means of news distribution. The research also links changes in communication management to the use of reels. The results show that social networks have a significant influence on journalistic management and practices, ultimately transforming digital journalism (Brigas et al., 2023).

The fifth study conducted by Hing Kai Chan, Ewelina Lacka, Rachel W. Y. Yee, and Ming K. Lim addresses how social media data can aid decision-making in product and process design. To explore the role of social media data in OM research, a structured approach is proposed through the analysis of comments on social media as well as the application of statistical cluster analysis to identify interrelationships between key factors. A real case study is used to demonstrate the concept of (Hing Kai Chan et al., 2022).

Most previous studies have discussed content creation supported by production teams. This study focuses specifically on independent travel vloggers who work without production teams, as they are still rare.

This study uses the Martiman POAC (Planning, Organizing, Actuating, Controlling) theory approach in media production management (Sarumaha, 2024). The theory is used to understand Maya's strategy in building a professional image as a travel vlogger.

This study aims to gain an in-depth understanding of the content production management strategies implemented by an independent travel vlogger, focusing on @mayakorneliaa during her trip to Nepal. The study explores how planning, organizing, executing, and evaluating content are carried out independently, providing insights into modern solo content production practices on social media platforms.

2. Method

The research paradigm used in this research is descriptive qualitative with a case study approach because the research focuses on in-depth exploration of a phenomenon that occurs in a particular context, with the aim of understanding the process and meaning behind it (Assyakurrohim et al., 2022). This case study approach method was chosen because it allows a comprehensive analysis of one specific object, namely the production management of Instagram social media content @mayakorneliaa as a travel vlogger. Case studies provide flexibility for the author to deepen various aspects of the phenomenon to be studied, including influencing factors and dynamics that occur in independent content production.

This research was conducted online through Zoom Meeting to dig deeper into the strategy and content production process carried out by Maya Kornelia Musa as the owner of the Instagram account @mayakorneliaa as a travel vlogger. Data collection techniques in this case study include interviews and document analysis to obtain comprehensive information about the dynamics of content production carried out by Maya Kornelia Musa.

This research uses a purposive sampling technique used to select informants who are relevant to the research objectives, namely individuals who have direct experience in the production of Instagram social media content independently. The data analysis process in this research refers to Miles and Huberman's interactive analysis mode, which consists of three stages: data reduction, data presentation, and conclusion drawing. These three stages are carried out systematically to produce valid and accountable findings (Mezmir, 2020).

To ensure the validity of the data, this research applies source triangulation, namely by comparing the data obtained in the form of interviews and related documents, after data collection, categorization and analysis are carried out to identify patterns in Instagram social media content production management as a travel vlogger.

3. Result and Discussion

Content production management in the media is one of the important aspects in the sustainability of a content creator in producing and presenting content. This research focuses on Instagram social media on @mayakorneliaa which is managed independently by Maya Kornelia Musa with an emphasis on the production of travel-themed content in Nepal.

The research data was obtained through direct interviews with Maya Kornelia Musa as the account owner as well as analysis of various documents and images that became secondary data to strengthen the findings. This research highlights how content production management is implemented in four main stages, namely planning, organizing tools, execution, and evaluation. The results of this study are in line with the concept of production management, which underlines the importance in each stage of production by implementing a careful planning system, with effective strategies, as well as a continuous implementation and evaluation process, the content produced can be more optimal in reaching the audience and maintaining quality.

The findings of this research provide insight into how Maya Kornelia as a travel vlogger manages her content production alone. Interviews with Maya Kornelia Musa revealed various strategies used in managing content production on Instagram.

3.1 Planning

Process of thinking and organizing activities that will be needed to get something expected (Thi Hang, 2019). In the production of @mayakorneliaa Instagram content, Maya Kornelia Musa as a traveler vlogger applies a structured planning process. Based on the interview results, content production planning begins with initial research on the country to be visited. Maya considers several factors in destination selection, such as how rarely the country is visited by Indonesian tourists and how little content has been created about the country. This strategy aims to increase the attractiveness and visibility of her content and avoid stiff competition with similar content that is already widely circulated.

After deciding on the destination, Maya conceptualized the content to be created. There are two main elements in each of her trips, namely recommendations for tourist attractions and tips while in a country. These two elements become the main focus of her content, while the vlogging segment is more spontaneous, adjusting to the situation in the field. If there is an interesting and unexpected moment, he will capture it naturally to add to the appeal of his content.

Based on the interview, it can be concluded that the planning done by Maya Kornelia Musa includes in-depth research before the trip. With a well-thought-out strategy, every content produced can have a high informative value and be more attractive to the audience, thus increasing the engagement and attractiveness of @mayakorneliaa's Instagram account as a traveler vlogger.

3.2 Organizing of the Required Tool Resources

Tools act as valuable assets in supporting individuals in achieving goals and driving the success of an organization (Zhylynska & Sviderska, 2024).

Organizing in content production includes strategies in determining the tools used, how they are operated, and how resources are arranged to support a more efficient production process. In content production management on @mayakorneliaa's Instagram account as a travel vlogger with a focus on Nepal, the selection of tools becomes a goal in content creation in order to get maximum results.

Based on the research results, informants use equipment that supports flexibility and better visual quality. The DJI Pocket 3 camera was chosen as the main tool in the vlogging process because it has features that support mobility, such as a built-in microphone and a battery that can last a long time. In addition, the phone is also utilized to create Instagram stories to increase interaction with the audience in real-time.

With good organization of resources, the content production process can run more smoothly, produce sharper visuals, and attract more engagement from the audience. Going forward, more optimized tool management strategies will continue to be developed to support more effective and efficient content production.

3.3 Actuating

Stage where the plans that have been prepared are realized through systematic implementation, by utilizing preparations in organizing to achieve optimal results (Muchtarom, 2023). This stage has a crucial role in management, especially in social media content production.

Actuating stage is part of the execution of the plans that have been designed. Maya Kornelia Musa as a travel vlogger who focuses on traveling in Nepal, Maya Kornelia Musa applies structured timing and location planning. Every trip and content capture is done based on a pre-designed rundown, ensuring time efficiency in the creation of the resulting content.

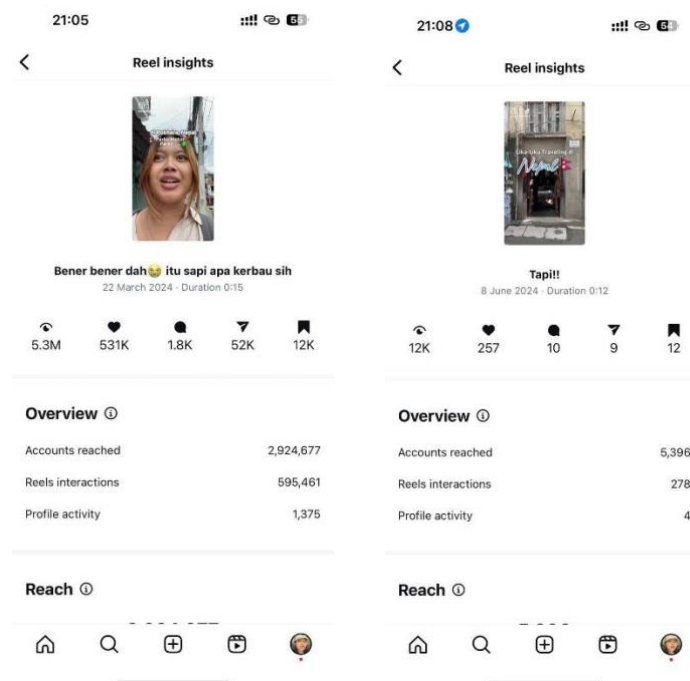
In addition, flexibility in capturing spontaneous moments became part of the execution strategy. With this approach, content production can run more engagingly for the audience. This mobilization

process in content production management not only aims to maintain order, but also to increase the attractiveness and virality potential of published content.

Overall, the successful implementation of content production relies heavily on a combination of careful planning and adaptability to the situation on the ground. With an effective mobilization strategy, each content produced can have a clear structure, high relevance, and be able to attract maximum audience attention.

3.4 Controlling

Which is a method applied to measure the level of success of an activity, program, or strategy in achieving the planned results and previously set goals (Mkwela et al., 2024). This process includes analyzing audience engagement and the effectiveness of published content to ensure optimal achievement.



Figurw 1. Insight content about country Nepal

In the context of content production management on @mayakorneliaa's travel vlog Instagram account in Nepal, evaluation serves as a tool to assess the effectiveness of the strategies that have been implemented. The evaluation step is carried out by reviewing audience engagement metrics, such as the number of views, comments, and content retention. As seen in the two images that show insight from two different types of content, the results of content created suddenly have reached a total audience of 5.3 million. Meanwhile, the content created after the visit to Nepal only gained 12 thousand views. Without evaluation, content creators cannot know how effective their content is and what aspects need to be improved in the next content.

Evaluation in content production management also plays a role in reviewing audience preferences for the type of content presented. This analysis helps determine the audience's habit patterns, such as audience reactions and the content that the audience wants when traveling. By conducting evaluations, production strategies can be adjusted to better suit audience interests.

Direct evaluation allows for improvements in every content production process that has been made. This not only helps in creating a good strategy but also ensures that the content created remains relevant and interesting to the audience. Thus, evaluation is an important part in supporting the growth process of @mayakorneliaa's Instagram account as a travel vlogger.

4. Conclusion

The content production management system on @mayakorneliaa's Instagram account as a travel vlogger focusing on content creation in the country of Nepal has shown its effectiveness in the basic principles of production management. The planning function has been applied systematically, from covering pre-travel research such as destination selection that can increase the attractiveness of the content. By developing a concept that focuses on recommended tourist attractions and travel tips in Nepal, Maya Kornelia Musa is able to create content that is informative and relevant to her audience.

Organizing resources in the content includes an important role in the production of content with efficiency and quality of visuals produced. flexible selection of tools, such as DJI Pocket 3 cameras and Mobile phones for real-time interaction with her followers. Implementation. The implementation of content production is carried out by following a pre-arranged rundown but still accommodating spontaneous moments that add visual and narrative appeal to travel vlog content in the country of Nepal.

The evaluation of content production management on @mayakorneliaa's Instagram account focusing on the country of Nepal shows that analysis, audience engagement, such as the number of views, comments, and saves play an important role in the content production strategy in the country of Nepal. Applying the principles of Planning, Organizing, Actuating, and Controlling, this study makes a significant contribution to understanding social media content production management strategies in content creators, especially independent travel vloggers.

The challenges in content production on social media carried out by an independent content creator in this study highlight the importance of flexibility in implementation and consistency in evaluation to ensure the effectiveness of the strategies that have been implemented. In addition, this study provides insights for content creators, especially travel vloggers, in optimizing content production to be more interesting and relevant according to audience needs. Future research can further explore the influence of social media trends and storytelling techniques in increasing attractiveness and interaction regarding content, especially as travel vlogging.

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